
TRACY GOLDEN

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55 S. Vail Ave., Apt 306
Arlington Heights, IL 60005

Education:

Northwestern University - April 2021: Professional Development Certificate (Coding Bootcamp/Full-Stack Web Dev Program)
Southern Illinois University Carbondale - May 2010: B.S. in Speech Comm, specializing in Org Comm and Public Relations

Summary:

- Demonstrates exceptional knowledge in marketing and business.
- Enthusiastic and experienced in working independently and with large groups of people.
- Skilled at learning new concepts quickly, working well under pressure and multi-tasking.
- Communicates ideas clearly and effectively.

Technical Skills:

Experienced in programs such as Microsoft Word, Excel, PowerPoint, Outlook, Teams, Adobe Analytics, Acrobat, SmartSheet, Silverpop (IBM/Acoustic), Zoom, Visual Studio Code, GitHub, Slack and familiar with programming languages such as HTML, CSS and JavaScript.

Experience:

Digital Marketing Coordinator - Email Channel, ISACA - May 2016-Present

- Assist with managing the email calendar consisting of surveys, newsletters, conferences, products, webinars, promotions, certifications, membership and more to a complex, diverse and global audience.
- Responsible for aiding in the execution of between 15-30 internal and external email marketing campaigns per week through the use of basic knowledge in HTML with tools such as Dreamweaver, Silverpop (IBM/Acoustic) and outside vendors (list aggregators).
- Maintain the lead nurture program consisting of 2 tracks, 22 emails and dynamic content which delivers different versions of copy depending on user preferences.
- Create tracking codes, test email links, proofread copy and creative, receive approvals from stakeholders during review processes.
- Run A/B tests, explore and prioritize audiences, target dynamic content, track and discuss campaign results, share best practices and manage all approvals, statuses and deadlines.

Marketing Assistant, Computer Aided Technology, Inc. (CATI) - April 2013-May 2016

- Assisted in the execution of marketing initiatives.
- Managed marketing calendar, launched email marketing campaigns and tracked data.
- Developed digital and print content (ex. Newsletter, Press releases, case studies, data sheets, etc.).
- Implemented blog and social media with Pardot and TypePad.
- Handled website maintenance for multiple websites with Adobe Dreamweaver.
- Provided supporting activities for open houses, trade shows, and product launches.
- Conducted research through FileMaker Pro (CRM) and targeted customer/prospect lists for emails marketing campaigns.
- Traveled to events and assisted with event set-up and tear down, registered attendees, kept presenters on time and distributed giveaways.

Staffing Specialist, Manpower - April 2012-March 2013

- Interviewed, tested, and matched candidates for temporary and permanent positions based on their skills, job experiences and qualifications in Southern Illinois.
- Performed administrative duties, terminated employees and provided excellent customer service.
- Attended job fairs and recruited top candidates for employment.

Marketing Assistant, Heartland Pump Rental & Sales - February 2009-August 2011

- Helped maintain a large contact (customers/prospects) database on ACT! (CRM).
 - Organized travel arrangements for company personnel and clientele.
 - Assisted with direct mailings, trade shows, open houses, collateral and more.
 - Designed company calendars, promotional items, sales brochures, print ads and redesigned company logo.
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